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SUPERMAN

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George Woolery
& his book
Children's Television

A couple of quick notes. We've got a lot of ground to cover, so I'm devoting the whole issue to the main story – superheroes and their toys. No fillers. No additives. Nothing to get in the way of your pure chewing satisfaction. Oh, another thing...I QUIT! That's right. This quarterly magazine is driving me nuts. So, from now on, it'll be semi-quarterly. That is to say bi-annually. To all subscribers: you'll still get all of your issues, there will just be a little more time in between each one. While I get the occasional article from the occasional reader, I'm still doing everything else by my little ol" lonesome. Well, my wife helps out too. But, you see, we just had a baby, and the kid needs shoes and...*sob*...*sob* I'm kinda hoping to get an "It's A Wonderful Life" ending going here. "Hello, savings & loan, you beautiful old building...ZuZu's petals.." But I don't want to bore you with that. On with the show, this is it!

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SUPERHEROES

It all started with the comics. Well, actually the pulps. Characters like The Shadow and Doc Savage were somewhat prototypical of the heroes that comic book readers would soon grow to love. And if you want to go back even farther, literary figures such as Tarzan and Sherlock Holmes should be included. In fact "superheroes" can be traced back as far as Greek mythology and the Bible. But let's keep it in this century, OK?

While a lot of comic book superheroes never made it out of the confines of their colored pulp pages, others were destined to be marketed and commercialized beyond belief. Playing up on the success of popular radio shows of the times, comic book companies of the thirties and forties soon followed suit with products for their own characters. One of the earliest pieces of comic book merchandising was a membership club started by Major Malcolm Wheeler Nicholson, founder of National Periodicals Publications (later to become DC Comics.) The Fun Club, run by Jolly Bill the "Chief Funster," premiered in the March, 1935 issue of New Fun Comics #2. For 10¢ you received a club membership card and button which displayed the head of a laughing elf and the slogan "Clean Shows, Clean Words, Clean Books, Clean Comics." Sanitary, but kind of boring. "Funnies" readers hungered for something more.

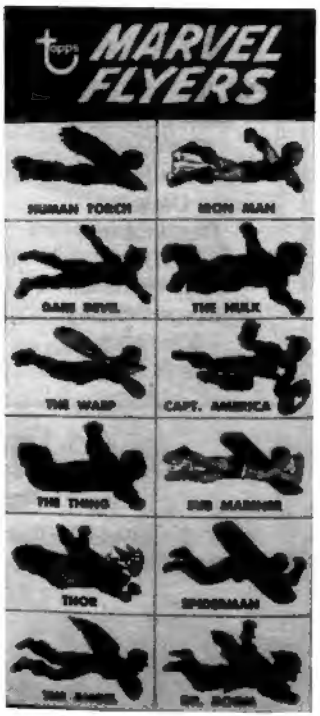
Two such readers were Jerry Siegel and Joe Schuster, a couple of teenagers who had enjoyed mild success when they created a comic book series called Federal Men in 1935. However, in under three years they would permanently change the comic book industry with their creation of the greatest hero of all time — Superman. *Now,* the "Funnies" were on to something. Everyone and their brother started putting out their own versions of superheroes with unique powers and diabolical enemies.

And with the arrival of Batman one year later, superheroes had a new dimension. It was now human vs. superhuman. We could, if we tried very hard, become like Batman. After all, he was a mortal man who trained his body to its peak physical condition, studied the criminal mind, and basically just gave off a very ominous presence. However, no matter how hard we tried we could *never* be like Superman. He was from another planet and another race. Both Batman and Superman worked in big cities that were metaphors for New York at different times. Superman's Metropolis was The Big Apple during the day, while Batman's dark and menacing Gotham was it's nighttime visage.

It was from these two characters, though, that most of the other comic book superheroes took their cue. Some only lasted a few issues, while others became cultural icons, popping up on everyday products and spawning their own radio shows and movie serials.

Their presence on radio and the silver screen was one thing, but with television, came the opportunity to take these characters and put their image in every living room. And in the 60's, with the new breed of cartoon programs revolving around the folks who could finally put crime in its place, superhero toys were on the mind of every red blooded American boy.

But by the end of the 60's, with parents groups putting on the pressure, the networks had all but done away with Saturday morning superheroes. ABC, NBC, and CBS all opted for more wholesome children's programming, and a glut of "good clean fun" shows permeated the airwaves. It wasn't until the early seventies that the superhero banishment was lifted, and the larger than life evil bashers could show their masked faces again.



Although we tried to include most superheroes, we're sure you'll scratch your head at some on the list and yell about others that didn't make it. Remember, this is a magazine that basically looks at pre-bicentennial toys, (ain't we focused?) so, included are only the characters who had merchandise produced around them. We go as far back as the late thirties and stop in the early seventies.

Now, let's take a look at some of these characters of modern mythology... and their toys.

FANTASTIC FOUR

Debut:	Fantastic Four #1, November, 1961 (comics)
	ABC-TV, September 9, 1967
Creators:	Stan Lee (writer), Jack Kirby (artist)
Alter Egos:	Reed Richards – Mr. Fantastic
	Sue Richards – Invisible Girl
	Ben Grimm – The Thing
	Johnny Storm – The Human Torch
Enemies:	Dr. Doom, Galactus, Klaws, The Red Ghost, Mole Man
TV Voices:	Mr. Fantastic – Gerald Mohr (1967), Mike Road (1978)
	Invisible Girl – Jo Ann Pflug (1967), Ginny Tyler (1978)
	The Thing – Paul Frees (1967), Ted Cassidy (1978)
	The Human Torch – Jack Flounders (1967)

After the rocketship they were testing was hit with cosmic rays, four astronauts found they had extraordinary powers when they returned to Earth. Scientist Reed Richards' skin became very elastic and could stretch like a rubber band. He adopted the name Mr. Fantastic (a bit high on himself, wouldn't you say?). His wife, Sue, could become invisible and her teenage brother, Johnny Storm, could burst into flames on command. They were respectively known as Invisible Girl and The Human Torch. Their friend, Benjamin Grimm, turned into a super strong rock-like creature called The Thing, who was always self-conscious about his appearance.

As one of the Fantastic Four, friends knew never to ask Johnny Storm, "Hey buddy, got a light?"

Hey, I don't know if it's just me, but... *I* can see her.

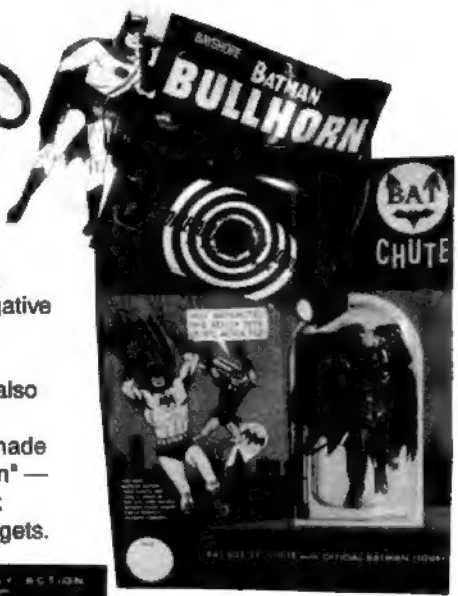
With his super stretching ability, the elastic Mr. Fantastic could go for your throat *and* wallet from 50 feet away.

BATMAN

Debut:	Detective Comics #27, May, 1939 Mutual, 1938 (radio) ABC-TV, January 12,,1966 (live action) CBS-TV, September 14, 1968 (cartoon)
Creators:	Bob Kane Bill Finger
Alter Ego:	Bruce Wayne
aka:	The Caped Crusader
Powers:	Superb scientist Master of disguise Expert in all forms of combat
Home:	Stately Wayne Manor, Gotham City
Partner:	Robin
Marital Status:	Single
Enemies:	Joker, Riddler, Penguin, Catwoman, King Tut, Egghead, Mr. Freeze, Puzzler, Mad Hatter, Simon the Pieman, Two Face
Cartoon Voices:	Batman - Bud Collyer (1968), Adam West (1977) Robin - Casey Kasem (1968), Burt Ward (1977) Batgirl - Jane Webb (1968), Melendy Britt (1977) Alfred Pennyworth - Olan Soulé (1968) Narrator- Jason Beck (1968)

Bob Kane and Bill Finger were inspired by radio serials they loved, such as The Shadow, to create their new hero — The Batman. When Bruce Wayne witnessed his parents' murder, he swears vengeance on the entire criminal world. With his inheritance, Wayne studied to become a scientist, weight trained his body to physical perfection, and created an elaborate crime detection lab beneath stately Wayne Manor.

In the 1960's one of the few studios that were producing TV shows was Warner Brothers. When they took over the fledgling DC Comics line, they decided to take a chance and create a TV series around one of the failing characters. Batman was chosen, not knowing the phenomenon they were about to unleash!



Fearing that the television show would receive a negative backlash from critics and parents alike, producer William Dozier (who was also the shows dramatic announcer) intentionally made the series "good, clean fun" — full of campy dialog, mock violence and way-out gadgets.

Sears' corrugated cardboard Bat Cave Hideaway came complete with a secret Bat–entrance and Bat–porthole. It sold for a whopping $4.88 in 1966.

and ROBIN

Debut:	Detective Comics #38, 1940
Alter Ego:	Dick Grayson
aka:	The Boy Wonder
Powers:	Circus acrobat
Home:	Stately Wayne Manor, Gotham City
Catch Phrase:	"Holy __ (fill in colloquialism for whatever predicament he's in)
Marital Status:	Single

Dick Grayson, an orphaned young circus performer, became the ward of millionaire Bruce Wayne and his crime-fighting partner Robin.

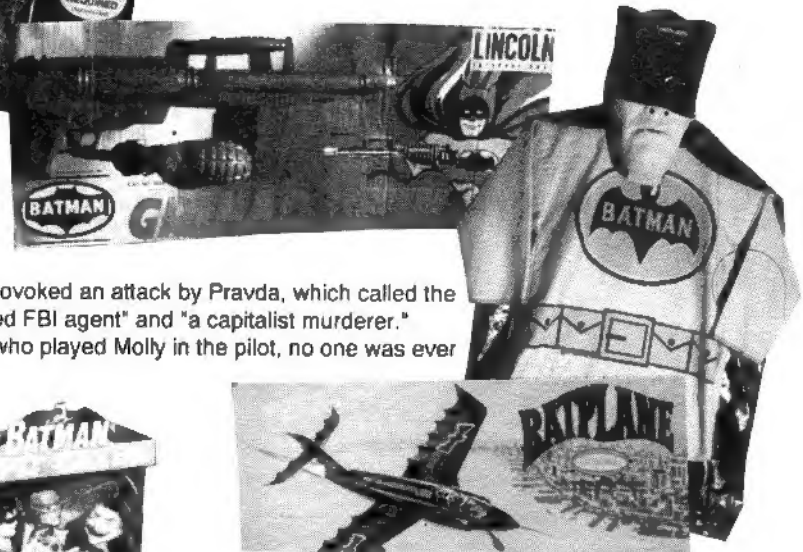
The thing that most Batman fans found so intriguing were his enemies. Villains such as Joker – the Clown Prince of Crime, and Penguin – that pudgy purveyor of perfidy, kept audiences enthralled.

One of the many products based on Batman villains was Aurora's model of Penguin – the pompous, waddling perpetrator of foul play.

The box art for Mego's Riddler doll was taken from a set of promotional posters available to readers of Batman comics eight years earlier.

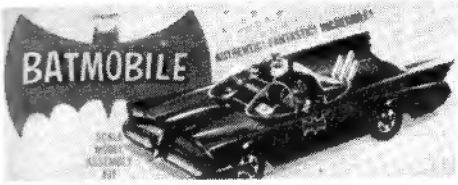
Merchandising was hot and heavy for Batman products. Here, two different companies released two different games – with the *same* artwork of the villains.

In 1966, when Batmania was in full swing, over $80 million in Batman merchandise was sold.

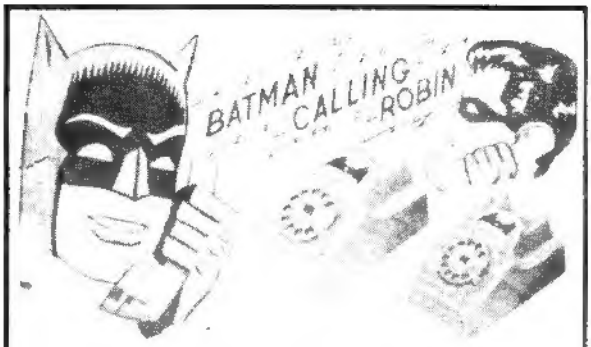


The success of Batman on television even provoked an attack by Pravda, which called the Caped Crusader nothing more than "a glorified FBI agent" and "a capitalist murderer." However, with the exception of Jill St. John, who played Molly in the pilot, no one was ever killed in any of the shows.

In 1966 when ABC interrupted Batman to announce the news of an emergency landing of Gemini 8, the network was flooded with calls from indignant viewers yelling "How dare you!"



To create a car worthy of the Bat insignia, the Brubaker Group did a $30,000 overhaul of a Lincoln Continental and came up with the Batmobile.



When the TV show was at the height of its popularity, DC changed the tone of Batman comics to match the campiness that was grabbing all the ratings on television. A lot of hard-core fans were not amused.

The Dynamic duo became the Tremendous Trio when Batgirl came on the scene.

The Gay Deceivers?

In 1953, psychiatrist Frederic Wertham's book, Seduction of the Innocent, blasted the world of comic books, claiming their shallow and violent contents would subliminally corrupt the minds (and possibly, sexuality) of unsuspecting children. Here, he writes on the relationship of Batman and Robin:

Sometimes Batman ends up in bed injured and young Robin is shown sitting next to him. At home they lead an idyllic life. They are Bruce Wayne and 'Dick' Grayson. Bruce Wayne is described as a 'socialite' and the official relationship is that Dick is Bruce's ward. They live in sumptuous quarters, with beautiful flowers in large vases...Batman is sometimes shown in a dressing gown...It is like a wish dream of two homosexuals living together.

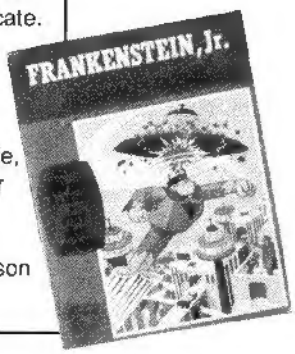
While all of this seems a bit far-fetched now, some concern was apparent when ABC requested that Aunt Harriet be featured more often in the TV series to keep the crime fighting pair and their butler from appearing gay.

GOLLY! I THOUGHT YOU... YOU... GOLLY! GUESS YOU THINK I'M A SISSY BAWLING THIS WAY!
HECK, I'M DOING A LITTLE BAWLING MYSELF!
SNIFF... SNIFF...

The Dynamic Duo in a tender moment

FRANKENSTEIN, JR.

Debut:	CBS-TV, September 10, 1966
Powers:	A computerized rocket-powered robot with the ability to fly and communicate. Equipped with magnetic ray and frost mist to freeze enemies.
Partner:	Buzz Conroy
Catch Phrase:	"Allakazoom!" (Buzz)
Enemies:	Dr. Spectro, Gigantic Ghastly Genie, Alien Brain, Colossal Junk Monster
TV Voices:	Frankenstein Jr. – Ted Cassidy Buzz Conroy – Dick Beals Professor Conroy – John Stephenson
Height:	50 feet



Frankenstein Jr. was the creation of young Buzz Conroy who activated his friend with a radar ring. Buzz was also able to fly by using his Maneuvering Rocket Belt.

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These games are priced according to their rarity and condition. Postage is additional. I have hundreds of other great games for sale. For a detailed description, please write or call.

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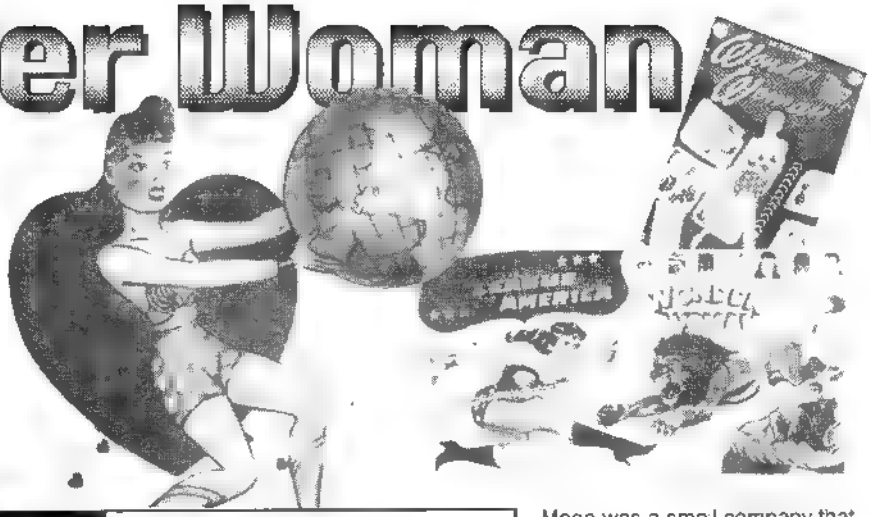
Wonder Woman



Debut:	Sensation Comics #1, Jan 1942 ABC TV December 18 1976
Creators:	Dr William Moulton Marston H G Peters (artist)
Alter Ego:	Diana Prince
Powers:	Amazonian powers Super speed Magic lasso
Partner:	Major Steve Trevor
Marital Status:	Adheres to the "No Men" Amazon code, but loins burn for Maj. Trevor.

In 1940, DC Comics came up with one of the greatest concepts in the history of comic books – The Justice Society of America This was a superteam where most of DC's characters were featured in one long, book length adventure Wonder Woman was unanimously elected secretary of The JSA and The Junior Justice Society of America, a club that was offered to readers For 15¢ kids would receive a membership certificate and a host of other goodies, including a decoder wheel based on Wonder Woman's knowledge of the Greek alphabet The wheel enabled you to decipher messages with in the pages of All Star Comics

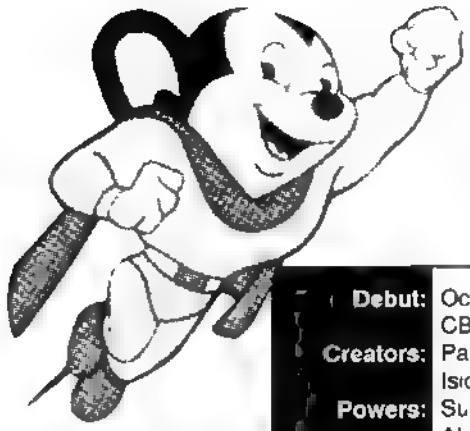
Mego was a small company that started out in 1954 manufacturing mops and brooms They went on to become one of the largest makers of action figures in the industry Mego produced two different Wonder Woman dolls — the second having the likeness of the lovely Linda Carter who portrayed the Amazonian on ABC and CBS from 1976 to 1979

Psychiatrist Frederic Wertham struck again in his book Seduction of the Innocent with this assessment of Diana Prince's alter ego:

> *For boys, Wonder Woman is a frightening image For girls, she is a morbid ideal Where Batman is antifeminine the attractive Wonder Woman and her counterparts are definitely antimasculine.*

With Wonder Woman now being described as a dangerous influence on young girls, (how many girls actually read this stuff?) DC Comics changed the tone of the stories from man-wacking adventures to more romantic themes

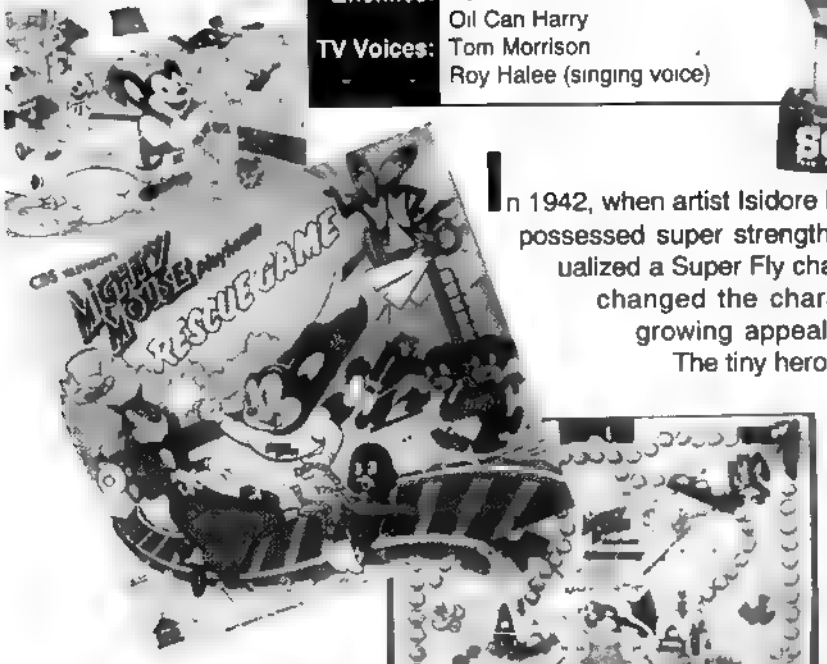
MIGHTY MOUSE



Debut:	October 16, 1942 (theatrical cartoon) CBS-TV, December 10, 1955
Creators:	Paul Terry Isidore Klein
Powers:	Super strength Ability to fly
Catch Phrase:	"Here I Come to Save the Day!"
Enemies:	Powerful Puss Oil Can Harry
TV Voices:	Tom Morrison Roy Halee (singing voice)

In 1942, when artist Isidore Klein read that the common housefly possessed super strength in relation to it's size, he conceptualized a Super Fly character. Instead, producer Paul Terry changed the character to a mouse to combine the growing appeal of Superman and Mickey Mouse. The tiny hero soon made his debut in "The Mouse of Tomorrow," a theatrical cartoon in which he fled from a fight into a grocery store where he bathed in Super Soap, ate Super Soup and emerged as "Super Mouse

According to Terrytoons executive producer Bill Weiss, Super Mouse was changed to Mighty Mouse when an employee left the studio and created his own version of Super Mouse for Coo Coo Comics in October of 1942

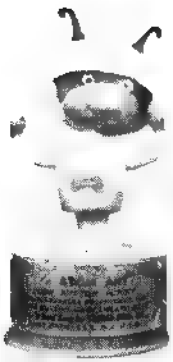


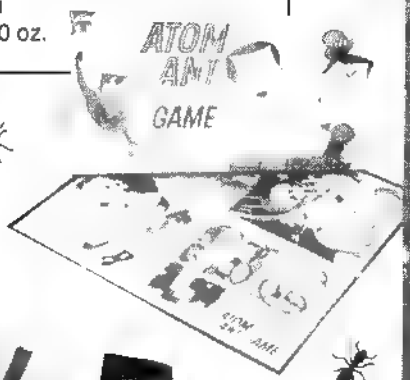
On most of his toys, Mighty Mouse was seen helping out his Terrytoons co-stars.

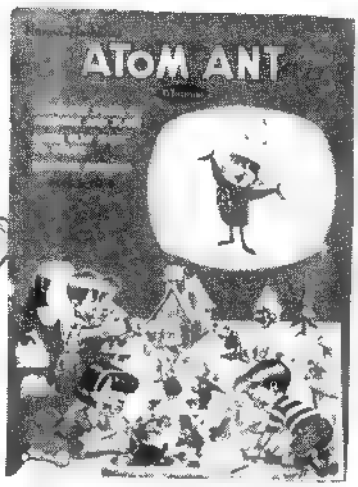
ATOM ANT

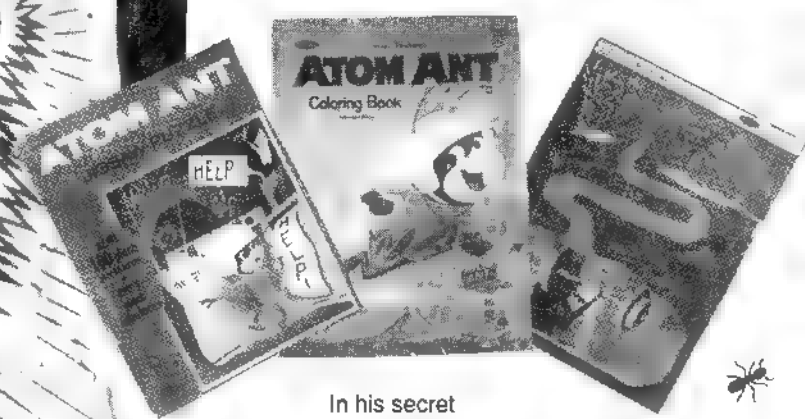
Debut:	NBC-TV, September 12, 1965
Powers:	Ability to fly and super strength derived from a pair of atomized eyeglasses
Home:	Underneath the Underworld
Catch phrase:	"Up and at 'em!"
Marital Status:	Single, but has feelers out
Enemies:	Godzilla Termite Mr. Moto Killer Driller Gorilla Crankenshaft's Monster
Voice:	Howard Morris & Don Messick
Height:	7mm
Weight:	1/100 oz.

Not to be undersized by Terrytoons crime-fighting Mighty Mouse, Hanna Barbera decided to create the world's smallest and mightiest cartoon superhero



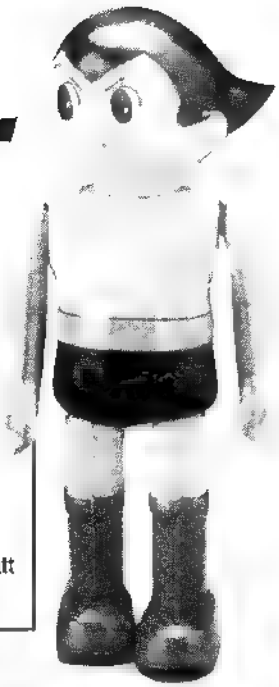






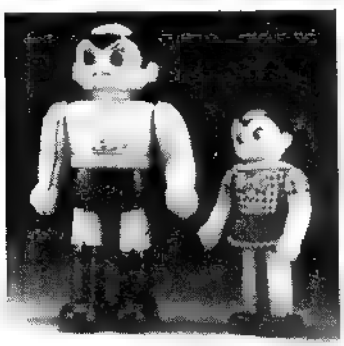
In his secret underground laboratory the minute hero got the skinny on a variety of bad guys by looking through his Crook Book Then, with his atomized eyeglasses, it was "Up and at em!" to crush evil-doers everywhere

ASTRO BOY



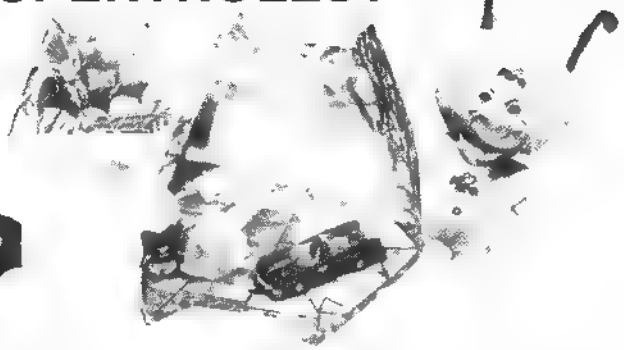
Astro Boy, a young robot who could fly and had atomic strength, was created in 1951 by the "King of Japanese Comics," Osamu Tezuka. When young Astor Boynton was killed in a traffic accident, his father, who was head of the Institute of Science, created Astro Boy to take his place. When Astro Boy didn't mature as he had planned, Dr. Boynton sold him to a carnival. When Dr. Elefun, the new head of the Institute rescued him from the side show, the mechanical creation began to show human feelings and a sense of purpose. With Dr. Elefun, and later his robot sister, Astro Girl, the three fought crime and made the streets, as well as the skies, safe for all. Astro Boy, which was seen in over 20 foreign countries, was known throughout the world as Mighty Atom. Unfortunately, an American post war comic book mouse had the same name, so the robot boy's title was changed to avoid copyright infringement.

Debut:	Shonen Magazine, April, 1951 Fuji-TV, January 1, 1963
Creator:	Osamu Tezuka
aka:	Mighty Atom, Tetsuwan Atom
Powers:	Atomic strength, able to fly
Home:	Japan
Partners:	Astro Girl, Dr. Elefun
Enemies:	Phoenix Bird, Crooked Fink, Long John Floater, Sphinx, Dr. I. Q. Plenty
TV Voices:	Astro Boy / Astro Girl – Billy Lou Watt Dr. Elefun – Ray Owens



Wildly popular in Japan, most Astro Boy (Tetsuwan Atom) items were manufactured for the Japanese market

SUPERTROLLS?



Even those ubiquitous little trolls got into the superhero act in 1966. The pesky creature with the Don King feature came with the Ideal Batcave, a special Batnik-Mobile and outfits of the three most popular crime fighters of the day.

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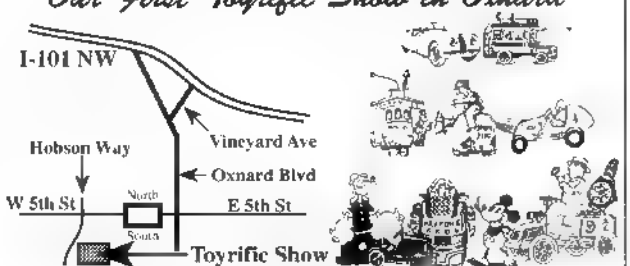

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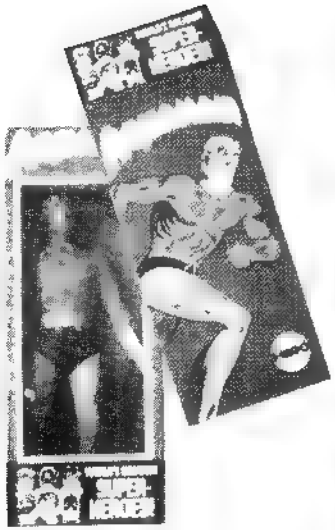
AQUAMAN

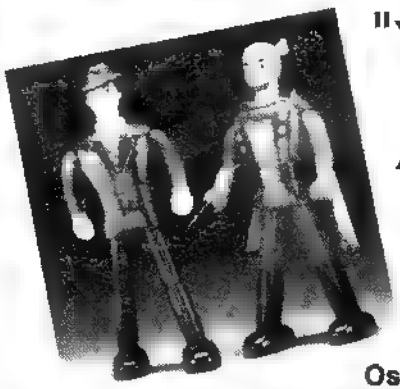


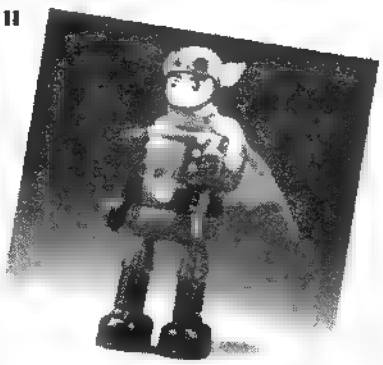
Debut:	More Fun Comics #75, Nov , 1941
	CBS-TV, September 9, 1967
Creators:	Mort Weisinger (writer)
	Paul Norris (artist)
aka:	King of the Seven Seas
Powers:	Can summon sea creatures through telekenisis
	Able to breathe both above and below water
Home:	Atlantis
Family:	Mera (wife)
	Aqua.ad (son)
Pets:	Storm (seahorse)
	Imp (sea pony)
	Tusk (walrus)
Enemies:	Captain Cuda
	Mephisto
	Black Manta
	The Reptile Men
	Vasa the Mermaid
Catch phrase:	"Suffering Sailfish!"
TV Voices:	Aquaman Ted Knight
	Mera — Diana Maddox
	Aqualad — Jerry Dexter

Aquaman was created in 1941 by Mort Weisinger and Paul Norris in response to the popularity of Marvel comics' Sub-Mariner. As the leader of the lost continent of Atlantis, Aquaman rode upon his mighty seahorse Storm, "to keep the freedom of the seas in tropic and arctic waters alike." As in the case of the other underwater hero, Sub-Mariner Aquaman was a product of cross breeding He had an Atlantian mother and a human, marine scientist father

Mera, Aquaman s wife was released in doll form in Ideal's Super Queens series. The dolls were designed by Artie and Judy Albert Artists Carmine Infantino and Murphy Anderson were responsible for this and most of Ideal s superhero box art

CYBORG BIG "X"





In 1963, Osamu Tezuka, creator of Astro Boy, designed this big guy who had a robot body and a human brain. Big "X" battled the criminal world using only one weapon — a special magnetic pen.

BATFINK

Debut:	Fall, 1967
Creator:	Hal Seeger
Powers:	Shielding wings of steel
	Super Sonic Sonar
Partner:	Karate
Enemies:	Hugo A Go Go
	Robber Hood
	Daniel Boom
	Brother Goose
	Old King Cruel
Voices:	Batfink – Frank Buxton
	Karate – Len Maxwell

Hal Seeger, who was responsible for Milton the Monster, created this parody of Batman. When called by the Chief of Police, Batfink and the life-like husky Karate chased their enemies in the "Batillac," a small car with wings

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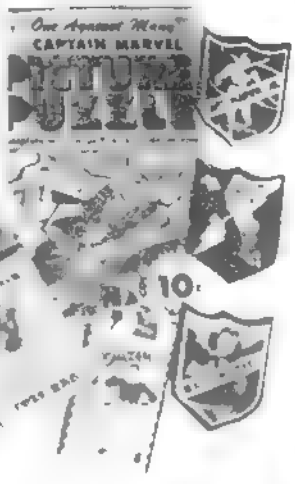
SUB-MARINER

Like Aquaman, Sub Mariner had an Atlantian mother and a human father (what's with these Atlantian chicks) The super amphibian, also known as Prince Namor, was equally adept at fighting crime on land or in the sea. He could also fly and summon sea creatures for added assistance

CAPTAIN MARVEL

Debut:	Whiz Comics #2, February, 1940
	Republic Pictures 1941 (movie serial)
Creators:	Charles Clarence Beck
	Bill Parker
	Ralph Daigh
Alter Ego:	Billy Batson
aka:	The Big Red Cheese
Powers:	Ability to fly
	Super strength
Partners:	Captain Marvel Jr
	Mary Marvel
	Uncle Marvel
	Marvel Bunny
Catch Phrase:	"Holy Moley"
Enemies:	Dr Sivana
	Mr Mind
	Captain Nazi
	Stinky Printwhistle aka "Ibac" — acronym for Ivan, Borgia, Attila, Caligula

Captain Marvel was Fawcett Publications answer to National Comics' Superman The Captain was, in reality, a meek newsboy named Billy Batson He obtained his powers (identical to Superman), when a mysterious stranger led him into an abandoned subway and introduced him to an elderly sage named Shazam Since he was centuries old and dying he turned the powers of six mystical gods over to young Billy Batson had to simply shout the word "Shazam," and as a huge lightning bolt thundered down, he was transformed into the powerful Captain Marvel The word "Shazam" derived from the first letter of each of the immortal elders names, Solomon, Hercules, Atlas, Zeus, Achilles, Mercury.



Artist Clarence Beck said he modeled Captain Marvel after the wholesome good looks of actor Fred MacMurray Beck's neighborhood pharmacist was the inspiration for the Captain s arch-enemy Dr Sivana (I don't know if I would get my prescriptions filled there anymore.)

Helping young Billy was Freddy Freeman, a crippled newsboy, who uttered the words "Captain Marvel" and was turned into Captain Marvel Jr.. Batson eventually found a long lost sister named Mary Marvel, another relative, Uncle Marvel, and even a Marvel bunny. Together they fought Nazis and a host of other villains for over a decade

A variety of characters were available in pinback form, including this Mary Marvel pin which was made of wood due to wartime metal shortages

Reed's vast array of Captain Marvel paper toys boasted "No Cutting or Pasting Required."

In his heyday, Captain Marvel even outsold Superman Needless to say, National Comics was upset When National thought Captain Marvel too closely resembled the Man of Steel, they sued Fawcett, who voluntarily stopped it s comics line in 1953. Ironically two decades later, National acquired the rights to Captain Marvel and revived it under the name *Shazam!* in 1974

SUPE

From the imaginations of two seventeen-year-olds, writer Jerry Siegel and artist Joe Schuster, Superman was illustrated based on actor Douglas Fairbanks Sr., who impressed the pair in movies they had seen. Immediately striking fear into the hearts of gangsters and evil doers, the orphan from the planet Krypton could fly, bend steel with his bare hands, see through walls, burn with heat vision and was virtually invulnerable. While not an overnight success, Superman proved to be the perennial favorite of adults and kids alike for over fifty years.

Debut:	Action Comics Mutual, 1940 (Paramount-Fle Columbia, 194 Feb. 9, 1953 (CBS-TV, Sept
Creators:	Jerry Siegel Joe Schuster
Alter Ego:	Clark Kent
aka:	The Man of St
Powers:	You name it!
Home:	Krypton Smallville Fortress of Sol Metropolis
Enemies:	Lex Luthor Mr. Mxyzptlk Brainiac Toyman
Cartoon Voices:	Superman - Bu Lois Lane - Joa

George Reeves portrayed and flew onscreen with the hel in 1951, resulting in a fall a Reeves refused to fly again. A Simonson devised a hydraulic which Reeves could lay. It cou to simulate flight. The flying s possible effects they were ha Both Reeves and producer W over the growing number c pretending to be Superman windows. In 1955, Reeves is viewers that "No one, but no on does. And that goes especiall Kellogg's booked Reeves on a ten-city tour, visit warning against "flying." "Some kids think Supe uniform will do the same for them," he said. Feel to stop the sale of Superman capes and other iten

RMAN

#1, June, 1938
radio)
eischer, 1941 (theatrical cartoons)
8 (movie serial)
ive action TV series)
. 10, 1966 (TV cartoons)

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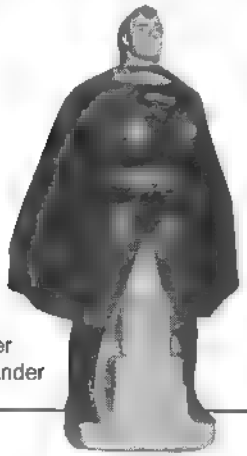
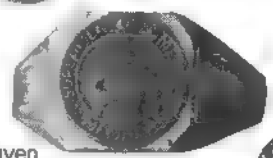
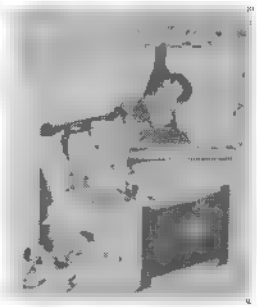


the Man of Steel on television
p of wires. After a pulley broke
nd hushed-up hospitalization,
special effects genius, Thol "Si"
unit with a formfitting shield on
ld then be elevated and rotated
cenes raised concern over the
aving on impressionable kids.
hitney Ellsworth were alarmed
f stories about youngsters
and leaping from ledges and
ssued a warning to his young
e, can do the things Superman
y for flying!" That same year,
ting children's hospitals, speaking on safety, and
erman is indestructible and a few even think the
ing a sense of responsibility, reportedly he wanted
ns he thought might prove harmful to youngsters.

The Supermen of America Club began in 1939 and ran through the 40's, 50's, and 60's 10¢ got you a membership certificate, a large color button, and Superman's secret code book. It was so popular, the club moved across the Atlantic to Great Britain in the 50's and 60's.

In March 1993, this Supermen of America ring sold for $127 000 It was given away as contest prize and under 10 are known to exist. It is one of the most valuable character collectibles around.





(above) Between crime-fighting escapades, Superman always had time to check on sick fans.

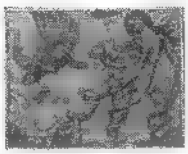
(left) Action packed stories could be seen with the Superman movie viewer.

Superman was busy in Transogram s 1955 game as he raced throughout Metropolis thwarting crime and preventing natural d sasters

Robert Maxwell, co-producer of TV's "The Adventures of Superman," created Kryptonite when he felt that everyone, even super-human beings, should have some weakness.

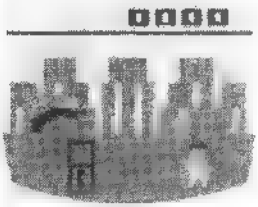
—While the live action Superman TV show was extremely popular, very few items had George Reeves picture on them —*(right)* The cover of the Ideal Superman Card Game shows Murphy Anderson's beautiful artwork

The only deaths attributable to Superman occurred when an unscrupulous pair discovered Clark Kent's real identity and were killed, accidentally, after he abandoned them in the icy Arctic because of their knowledge.



Tim, a clothing store in the New York area, had a promotion with Superman giving away comic books, buttons, and a host of other goodies.

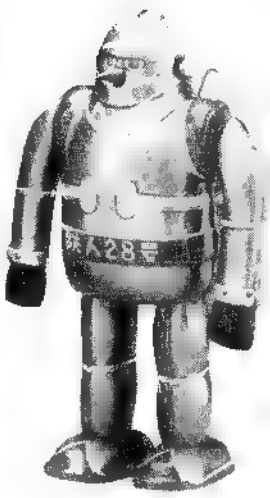
Atari's 1979 Superman cartridge was one of the first video games based on a movie. Note the life-like graphics of Superman chasing one of Lex Luthor's gang.



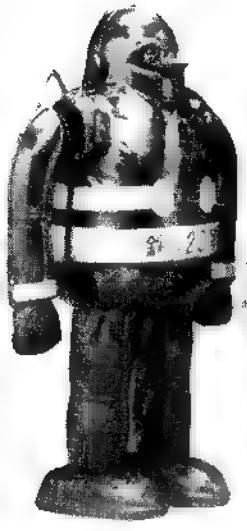
THE SHIELD

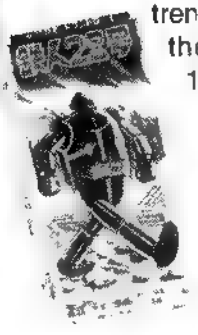
The Shield debuted in January, 1940 in issue number one of Pep Comics, and has the distinction of being the first "Patriotic" superhero. Known as Joe Higgins, The Shield had many super-powers including the ability to fly. Along with his sidekick Dusty, the pair were a formidable fighting team, mainly battling gangsters. The two were detectives from the FBI in their regular identities. The round button was sent to readers who spent 2¢ (that's right, two cents!) to join the elite *Shield G-Man Club*. During WWII, the premium was replaced with this cello badge *(above)* when metal used for the buttons was needed for the war effort. The *Shield G-Man Club* was eventually dropped to make way for the club of another Pep Comics character — Archie!

GIGANTOR



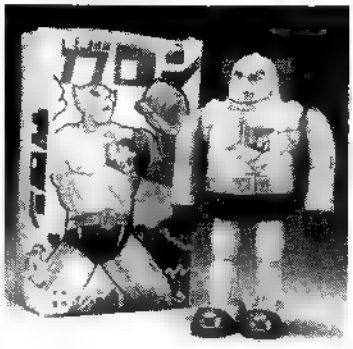
Debut:	April, 1958 (comics), American TV – January 5, 1966
Creator:	Mitsuteru Yokoyama
aka:	Tetsujin 28go, Iron Man no 28
Powers:	Rocket powered robot with super strength
Partner:	Jimmy Sparks
Enemies:	Dr. Franken, Mr. Ugabob, The Scalawag, Dr Bugaboo





Before the outbreak of WWII, two scientists at the Japanese Weapons Institute created a giant robot to aid Inspector Blooper and the Japanese police force in fighting crime. Jimmy Sparks, the young son of one of the inventors, controlled the behemoth from inside.

The first to start the Japanese giant robot trend, Tetsujin 28go (as he was known in the Far East) hit the comic scene in 1958. When the cartoons were produced by creator Mitsuteru Yokoyama five years later, his name was changed to Iron Man no. 28. And when the show made its way to America in 1966, the hero's new name became Gigantor

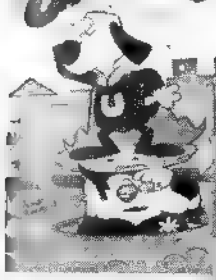


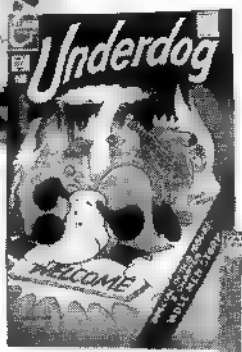
Garon was another giant Japanese robot who also had a child controlling all of its actions

Here is a rare glimpse of the very first comic book superhero in costume. Dr. Occult was created by Joe Schuster and preceded Superman by nearly two years. Here, with the aid of his faithful friend Zator, Dr. Occult does battle with the evil Koth in More Fun Comics #14, October, 1936. Under ten copies are known to exist.

UNDERDOG

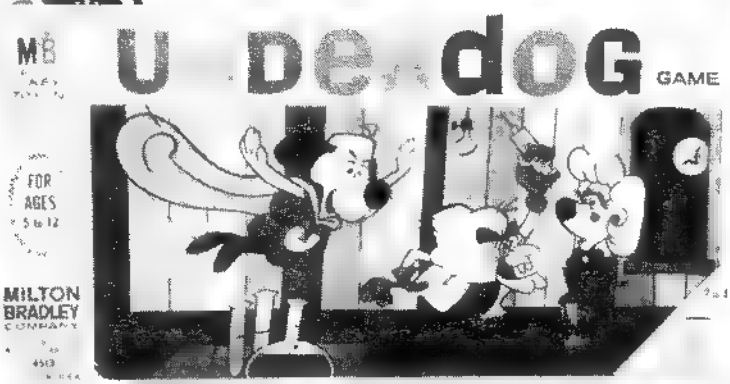
Debut:	NBC-TV, October 3, 1964
Alter Ego:	Shoeshine Boy
Powers:	Super strength, able to fly, renewed power from energy pill stored in ring
Home:	Washington D.C.
Enemies:	Simon Bar Sinister & Cad
	Riff Raff
	Captain Marblehead
Voices:	Underdog – Wally Cox
	Sweet Polly Purebred – Norma McMillan





"When Polly's in trouble I am not slow, It's Hip, Hip, Hip and away I go!" And with trouble like Simon Bar Sinister and Riff Raff, the Washington DC based super canine had his paws full.

Your mom could always get you to eat with this table setting. "Finish your vegetables and you can watch Underdog."



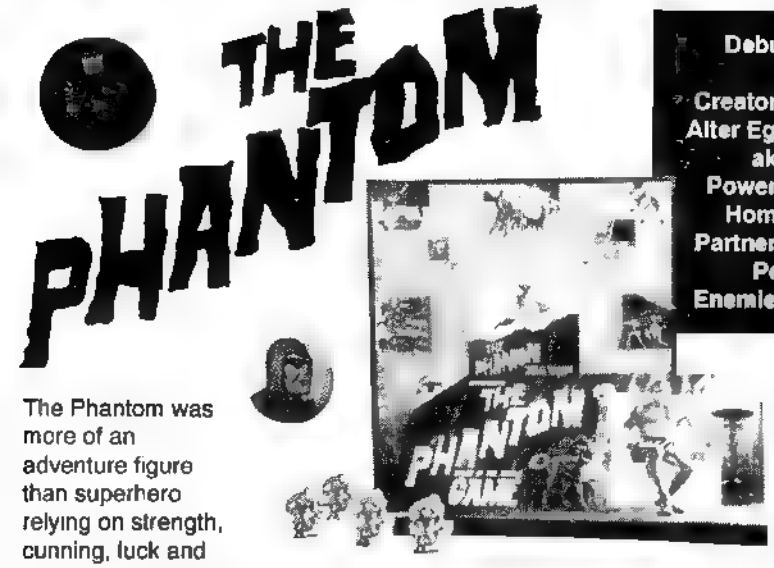
Milton Bradley was under such a tight dead ne to get the Underdog game on the market, they were forced to use artwork of a legless "Shoeshine Boy" the studio sent by mistake

SPACE GHOST

Debut:	CBS TV, September 10, 1966
Creator:	Alexander Toth
Powers:	Can fly, become invisible, and has Power Bands on wrists that shoot force and stun rays, as well as magnetic, heat, and energy lasers.
Home:	The far reaches of the Universe.
Partners:	Jan, Jayce
Catch Phrase:	"Great Galaxies!"
Pets:	Blip (monkey)
Enemies:	Black Widow, Cyclo, Metallis, Lokar, Iceman
Voices:	Space Ghost — Gary Owens Jayce — Tim Matth eson Jan — Ginny Tyler

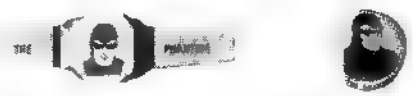
Space Ghost was created by former National Comics' artist Alexander Toth. With his menacing black hood and "Inviso-power," Thoth developed the mighty protector of the Universe as a cross between two heroes he remembered when he was growing up — The Phantom and The Spectre.

THE PHANTOM



Debut:	November, 1936 (newspapers) 1943 (movie serial)
Creators:	Lee Falk, Ray Moore
Alter Ego:	Eldest male child of the previous Phantom
aka:	The Ghost Who Walks
Powers:	Strength, cunning, and a lot of luck.
Home:	Tonga Village
Partners:	The many natives of the village
Pet:	Devil (part wolf, part German Shepard)
Enemies:	Piracy, Greed, Cruelty

The Phantom was more of an adventure figure than superhero relying on strength, cunning, luck and the help of the natives in his village to thwart his foes. His origins go back further than any other hero. When a 16th Century trading ship was attacked by pirates, all of the crew was killed except one – the captain's son, Kit. He washed ashore on a remote island and was befriended by a tribe of pygmies who helped him regain his strength. Kit then vowed that he and the eldest male of each succeeding generation of his family would devote their lives to the destruction of all forms of piracy, greed, and cruelty. Thus, whenever the Phantom was killed, his eldest son would take his place. With the appearance of the masked avenger coming back to life, he became known as "The Ghost Who Walks."



The metal band, which was a give away from Post Tostles In1949, could be folded to make a ring The button on the right was a premium from Kellogg's Pep cereal in 1946.

IRON MAN

Debut:	Tales of Suspense, March, 1962 (com cs) TV — September 2, 1966 (cartoon)
Creators:	Stan Lee, Larry Lieber (writer), Don Heck (artist)
Alter Ego:	Tony Stark
Powers:	Invincible armor, super strength
Partners:	Happy Hogan, Pepper Potts
Marital Status:	Playboy bachelor
Enemies:	The Mandarin, any Communist

After stepping on a land mine in 'Nam, Tony Stark was befriended in a prison camp by an elderly physicist named Prof Yinsen. Together, they designed an iron suit to keep Stark's damaged heart beating. Back in the states, no one suspected that Tony Stark, who was a wealthy industrialist and munitions expert, was the imposing "Iron Man."

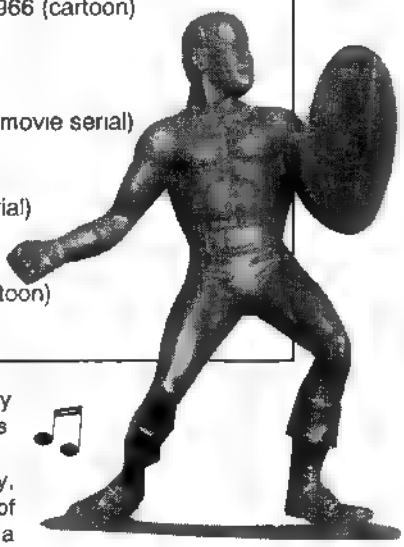
The Mighty Heroes

Debut:	CBS-TV, October 29, 1966
Creator:	Ralph Bakshi
Names:	Diaper Man Cuckoo Man Rope Man Strong Man Tornado Man
Enemies:	Shrinker, Shocker Toy Man, The Ghost Monster, Frog, Scarecrow, Enlarger
TV Voices:	Herschel Bernardi Lionel Wilson

Mighty Heroes were a group of crime-fighters led by the bottle carrying, deep-voiced, Diaper Man They were created by Ralph Bakshi as a parody of the Justice Society of America, a far cry from his X-rated "Fritz the Cat" released theatrically just five years later.

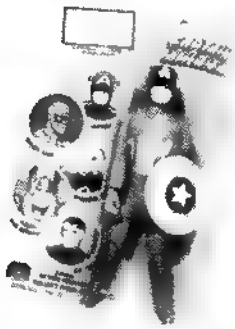
CAPTAIN AMERICA

Debut:	Captain America Comics #1, March, 1941 Republic Pictures, 1944 (movie serial) September 2, 1966 (cartoon)
Creators:	Jack Kirby Joe Simon
Alter Ego:	Steve Rogers Grant Gardner (movie serial)
Powers:	Super strength Super shield Gun (movie serial)
Partners:	Bucky Barnes Golden Girl The Falcon (cartoon)
Arch Enemy:	The Red Skull



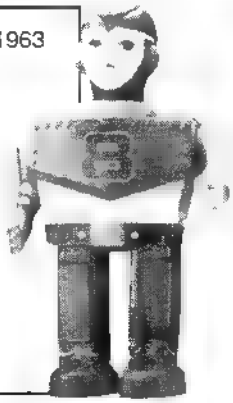
"When Captain America throws his mighty shield, All those who chose to oppose his shield must yield..."

Created by Joe Simon and Jack Kirby, Captain America has proven to be one of the more enduring heroes, lasting over a half century. From his name to his red, white, and blue star spangled costume, Captain America became one of the first "Patriotic" superheroes After being injected with a strange serum, weak and puny Army enlistee Steve Rogers was transformed into the strong and powerful Captain America His creator's intent was to build a force of super soldiers to defeat Hitler and the German Army. In the movie serial, Captain America's alter ego was changed to that of District Attorney Grant Gardner, and in the 1960's comics, with the help of Stan Lee, his occupation went from Army man to school teacher Over the years, he adopted sidekicks Bucky and Golden Girl and in the cartoons he was helped by a black ghetto dweller named The Falcon. Captain America Comics, published by the Timely Group, had some of the most colorful and action filled covers of the Golden Age of Comics.



8th Man

Debut:	Shōnen Magazine – April, 1963 TV September 7, 1965
Creators:	Jiro Kuwata (artist) Kazumasa Hirai (writer)
Alter Ego:	Peter Brady
aka:	Tobor the 8th Man
Powers:	Super strength
Home:	Japan
Partner:	Professor Genius Chief Fumblethumbs
Enemies:	Saucer Lip The Satan Brothers

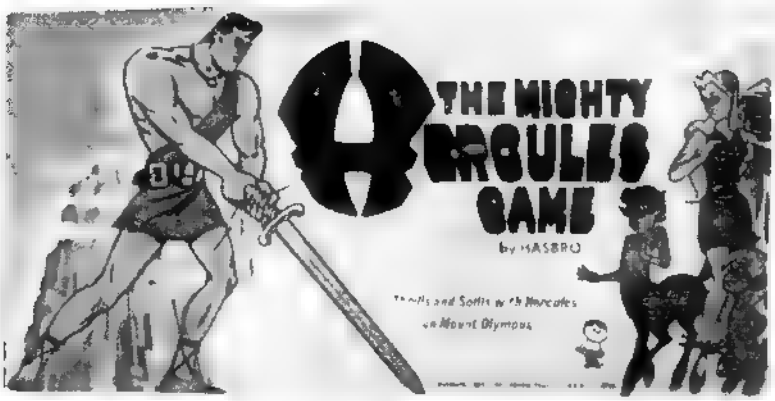


When police detective Peter Brady was killed by the notorious Saucer Lip, a professor created a super android with the likeness, memory, and courage of Brady to resume the chase for the killer Creators Jiro Kuwata and Kazumasa Hirai also had this 1960's hero battling a vast array of evil villains.

THE MIGHTY HERCULES

Debut:	September 3, 1963
Powers:	Super strength gained from magic ring Expert with a bow and arrow
Home:	Mount Olympus
Partner:	Newton Tewt
Catch Phrase:	"Olymmmplaaaah!"
Enemies:	Daedalius Neamean Lion Omar Minotaur
TV Voices:	Hercules – Jerry Bascomb Newton/Tewt/Daedalius – Jimmy Tapp Helena – Helene Nickerson

By raising his magic ring toward the heavens, the Mighty Hercules gained his superhuman powers amid lightning and thunder. When Hercules, who in fact was the illegitimate son of Zeus and Alceme, was summoned from his home on Mount Olympus, he battled foes like the evil Daedalius to make life in the Learien Valley safe once more. His Centaur friend Newton ('Sufferin' Psyche, Herc, Sufferin' Psyche!") was always there to warn him of danger, but usually ended up doing more harm than good. With its limited use of motion (most of the characters walked behind bushes to avoid animating their legs), the show has been used in college courses as an example of how to do animation on a shoestring budget The rousing theme song was sung by Johnny "I Can See Clearly Now" Nash



SUPER SIX

The Super Six were a half-dozen crime-fighters for hire, working for The Super Services Incorporated. In their assignments, each of the heroes applied his own transformable talents to the task at hand. Making up the agency complement were Elevator Man, Granite Man, Magneto Man, Super Stretch, and the Brothers Matzoriley.

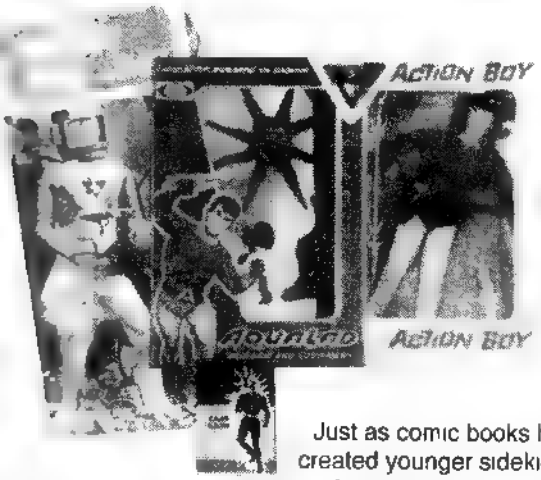
Captain Action

Debut:	Toy Fair, NYC, February, 1966 October, 1968 (com cs)
Creators:	Anson Issacson Artie Albert Judy Albert
Alter Ego:	Clive Arno
aka:	The Man of Action
Powers:	Able to change into 13 of the world's greatest action heroes. Rings summon powers of mythological gods Able to fly
Partner:	ActionBoy (Carl Arno)
Catch Phrase:	"Let Justice Be Done"
Marital Status:	Widower deceased wife Catherine Arno
Arch Enemy:	Dr. Evil (father-in-law)
Height:	12 inches

Ideal's answer to G I. Joe was also the first Superhero to start off as a toy and then appear in comic book form Although the comic book series only ran for five issues, National Periodicals went all out by having Wally Wood and other noted comic artists lend their talents to the project With the many accessory kits, Captain Action could be transformed into 13 different action heroes: Aquaman, Batman, Buck Rogers,Captain America, Flash Gordon, Green Hornet, Lone Ranger, Phantom, Sgt Fury, Spiderman, Steve Canyon, Superman, and Tonto.

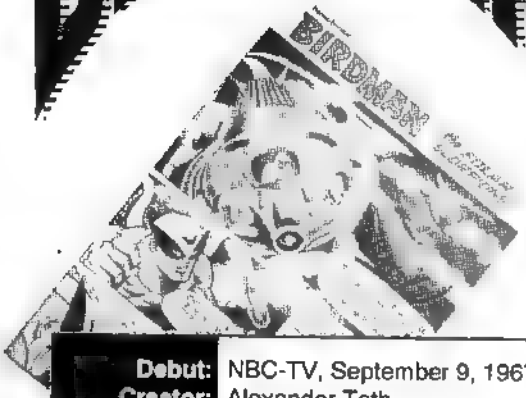
Captain Action's Action Cave, produced by Ideal for Montgomery Ward, is a variation of the Batcave playset Ideal made for Sears and was designed to resemble the silhouette of Batman's cowl. While the 10" high Batcave was scaled for (and came with) 3" figures, Ward's repackaged Action Cave could hardly accommodate Captain Action's 12" height.

Believe it or not, Captain Action's arch enemy was his father-in-law. A native of our closest star, Alpha Centauri, the not-so-good doctor was released in 1967 and came with a few disguises of his own.



Just as comic books had created younger sidekicks for superheroes, it was only natural the Captain have a son. He could also be transformed as easily as his father. Available were Aqualad, Robin, and Superboy

BIRDMAN

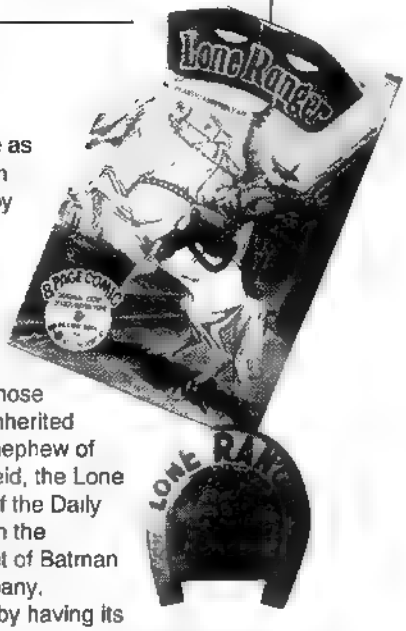


Debut:	NBC-TV, September 9, 1967
Creator:	Alexander Toth
Alter ego:	Ray Randall
Home:	Central City
Powers:	Able to fly
	Solar Ray Beams
	Solar Shield
Partners:	Birdboy
	Falcon 7
Catch phrase:	"Bird Maaaannn!"
Pet:	Avenger (blue eagle)
Enemies:	Dr. Millennium
	Cumulus
	Prof. Kailoff
	Magnatroid
Voices:	Birdman — Keith Andes
	Birdboy — Dick Beals
	Falcon 7 — Don Messick

Conceived by artist Alexander Toth, Birdman could fly at lightning fast speed and shoot Solar Ray Beams from his knuckles which could melt anything on contact. Reacting to the wave of protests against violence on television, NBC dropped Birdman in mid-season. And while the Hannah-Barbera hero graced the tube for more than a year not much was produced in the way of merchandise for the alter-ego of Ray Randall.

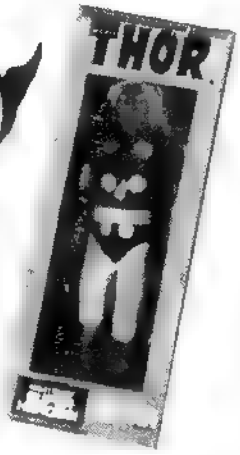
THE GREEN HORNET

Debut:	January 31, 1936 (radio)
	Green Hornet #1, 1940 (comic)
	Universal, 1940 (movie serial)
	ABC-TV, September 9, 1966
Creator:	George Trendle
Alter Ego:	Britt Reid
Powers:	Hornet Gun (shot immobilizing gas)
	Hornet Sting (shot supersonic sound waves)
	Handy with fists
	Able to call on Karate master for help
Partner:	Kato

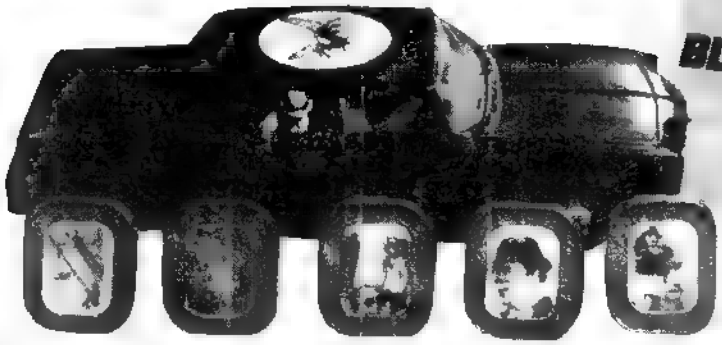


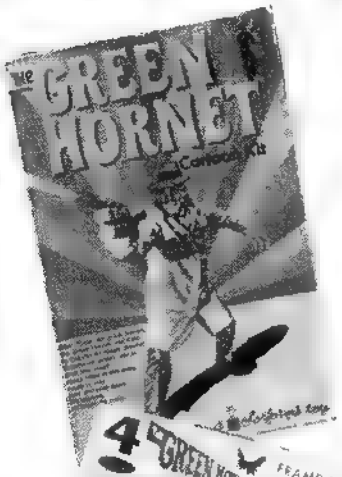
Britt Reid, who fought crime as The Green Hornet, premiered on radio in 1936 and was created by George Trendle — the man responsible for another hit series — The Lone Ranger. Not only did the Hornet borrow merciful crime-fighting modes (no one was ever killed on the show) from the Lone Ranger, whose surname was Reid, he literally inherited them. Britt Reid was the grandnephew of the Lone Ranger; son of Dan Reid, the Lone Ranger's nephew and founder of the Daily Sentinel. The television show, in the planning stages before the debut of Batman but produced by the same company, avoided that show's campiness by having its hero hunt down crim nals of the underworld that justice couldn't reach. When The Green Hornet was dubbed in Mandarin, Kato, played by Bruce Lee, became a sensation in the Far East. The weapons Lee used in the television series became his trademark and enjoyed sales in Hong Kong like the hula hoop d d in the United States. Ult.mately, creator George Trendle was d smayed by the TV show, feeling the props and fantastic paraphernalia portrayed a concept far from what he had intended

THOR

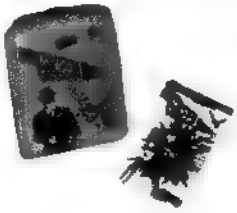


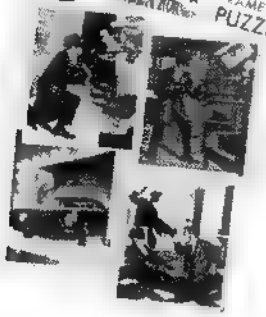
The Mighty Thor first appeared in Weird Comics in 1940. When Dr Donald Blake pounded a magic walking stick on the ground, he instantly became the Norse mythological hero, Thor. Created by Jack Kirby, Stan Lee, and his brother Larry Lieber, Thor struggled with villains such as the Asgards and the Inhumans.



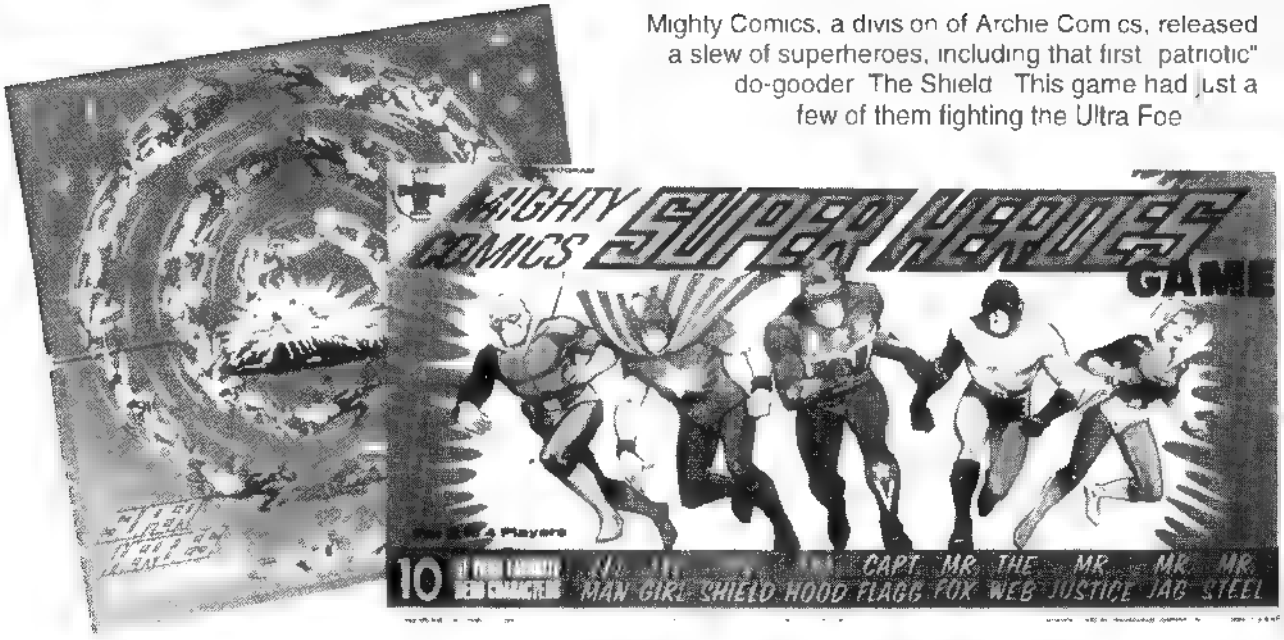


The Hornet's car, Black Beauty, was actually a 1966 Chrysler Imperial rebuilt for over $50,000 by Dean Jefferies. Among its features were a built-in TV camera which could scan four miles ahead, an exhaust system that spread ice over the road to hamper pursuers, and brushes behind the rear wheels which could be lowered to sweep away all traces of tire tracks.





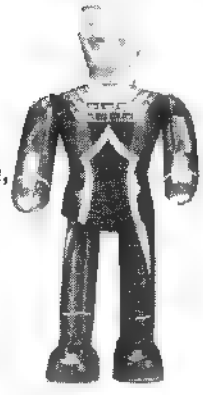
Mighty Comics, a divis on of Archie Com cs, released a slew of superheroes, including that first patriotic" do-gooder The Shield This game had just a few of them fighting the Ultra Foe

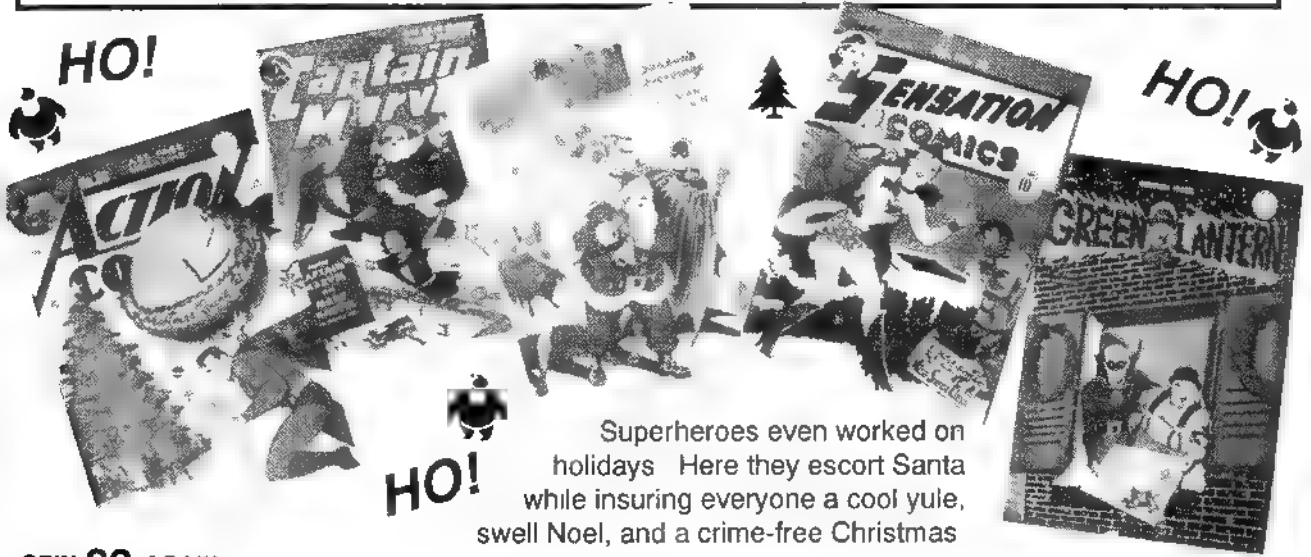


Ultraman

Debut:	Japanese TV – July 10, 1966
Creator:	Hoboru Tsuburaya
Alter Ego:	Hayata
Powers:	Flight and strength derived from Beta Capsules
Partner:	Hoshino
Enemies:	Brax
	Geronimon
	All forms of latex monsters.

Reportedly, a number of children were killed imitating Ultraman In Hong Kong, where the series was banned for many years. Series creator Hoboru Tsuburaya's father, Eiji, was responsible for another Japanese monster some ten years earlier – Godzilla.





Superheroes even worked on holidays Here they escort Santa while insuring everyone a cool yule, swell Noel, and a crime-free Christmas

THE INCREDIBLE HULK

Debut:	Marvel Comics — May 1962
	TV — September 2, 1966 (cartoon)
	CBS-TV, November 4, 1977 (live action)
Creators:	Stan Lee (writer)
	Jack Kirby (artist)
Alter Ego:	Dr. Bruce Banner
Powers:	Super strength
Enemies:	Gen. Thunderbolt Ross
	Gargoyle

When Dr. Bruce Banner was accidentally exposed to gamma-rays in a government experiment he was working on, he transformed into the Incredible Hulk

In the TV series starring Bill Bixby and Lou Ferigno, it wasn't gamma-rays that transformed Dr. Banner, but a bolt of lightning.

In an attempt to bypass licensing fees, Hasbro tried to create a few superheroes of their own and package them in this 1967 game.

KING KONG

"King Kong, you know the the name of...
King Kong, you know the fame of...
King Kong, ten times as big as a man."

Debut:	ABC-TV, September 6, 1966
Creators:	Arthur Rankin Jr.
	Jules Bass
Powers:	Hey, he's a giant ape. You figure it out!
Home:	Island of Mondo in the Java Sea
Partner:	Bobby Bond
Enemies:	Dr. Who
	Kraken
Height:	50 feet
Weight:	1 ton

When last seen in the movies, this primate was flat on his back, blocking traffic in The Big Apple. But in the 1966 cartoon series, the super simian was befriended by the Bond family on the island of Mondo. Together with young Bobby Bond, the pair fought prehistoric creatures and a gaggle of villains who wanted the monstrous monkey for themselves. King Kong was the first series to be animated in Japan for an American network.

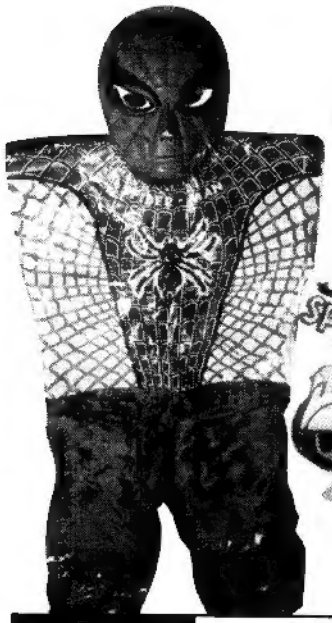
KING KONG
KING KONG GAME
KING KONG
WITH
MAGNETIC ACTION HAND
JUNGLE SET
SET CONTAINS:
KING KONG with MAGNETIC ACTION HAND, 4 HAND PAIN, 10 MAGNETIC ACTION FIGURES (TV'S BOND FAMILY), TREES, BRIDGE, KETTLE, WORKING ANIMAL TRAP, CAGE, HUT, CANOE, WILD ANIMALS, NATIVES, INSTRUCTIONS, & SKULL ISLAND

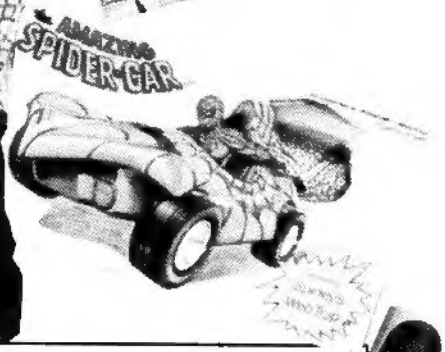
The IMPOSSIBLES

Debut:	CBS-TV, September 6, 1966
Powers:	Fluid Man – Forms into any shape
	Coil Man – Limbs can extend like springs
	Multi Man – Ability to duplicate himself many times
Partner:	Big D
Catch Phrase:	"Rally-Ho!"
Enemies:	Satanic Surfer, Insidious Inflator, Fiendish Fiddler
TV Voices:	Fluid Man – Paul Frees
	Coil Man – Hal Smith
	Multi Man – Don Messick

The Impossible were a rock group turned crime-fighters. They were summoned to do the impossible by their chief, Big D. Traveling around in their Impossicar, they fo ed criminals wherever they went.

The AMAZING SPIDER-MAN

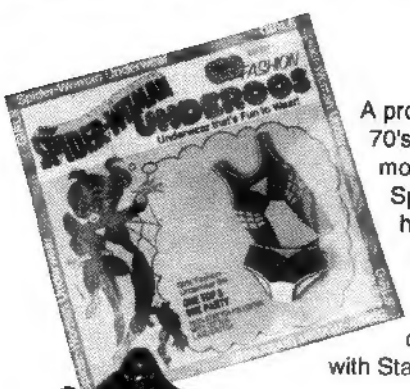




Spider Man, Spider Man,
Does whatever a spider can,
Spins a web, any size,
Catches thieves, just like flies,
Look out here comes the Spider Man.
Watch out here comes the Spider Maaaan!

So goes the great theme song for the webbed one written by Bob Harris.
When Peter Parker, a college nerd full of hang-ups, was bitten by a radioactive arthropod, he soon realized he had super strength and the ability to climb walls like a spider. He then decided to become a crime fighter and even designed his own red and blue outfit. As a superhuman beset with personal problems — questioning his motives and the institutions he upheld — creator Stan Lee conceived Spider Man as an embodiment of his own philosophy.

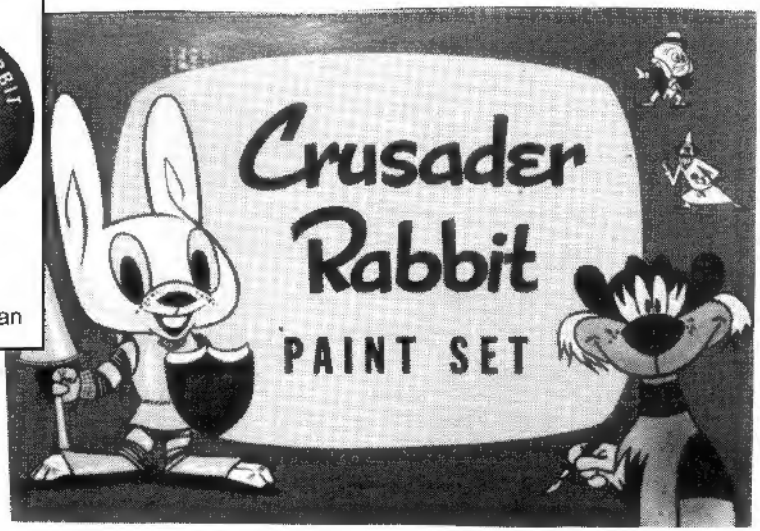
Debut:	Amazing Fantasy # 15, August, 1962 ABC-TV, September 9, 1967
Creator:	Stan Lee
Alter Ego:	Peter Parker
Powers:	Super strength Super reflexes Able to climb walls
Enemies:	Voltan, The Lizard, Blotto Dr. Zap, Green Goblin
Cartoon Voices:	Spider Man — Bernard Cowan /Paul Sols Betty Brandt — Peg Dixon J. Jonah Jameson — Paul Klingman



A product of the 70's women's movement, Spider Woman had a brief cartoon run and was produced in cooperation with Stan Lee.

Mego, the company who had great success in the superhero figure market in the 70's, even came out with a few of Spidey's enemies as well.

Debut: Fall, 1949
Creators: Jay Ward
Alexander Anderson
Powers: Quick-witted
Home: Galahad Glen
Partner: Ragland T. Tiger
Enemies: Dudley Nightshade
Belfry Q. Bat
Achilles the Heel
Wetstone Whiplash
Voices: Crusader Rabbit – Lucille Bliss
Ragland T. Tiger – Vern Louden
Dudley Nightshade – Russ Coughlan



Crusader Rabbit cartoons were designed as four-minute cliffhangers with five installments comprising a complete story. "We wanted to get the effect of an animated comic strip," said co-creator Jay Ward, "where commercials could go in between the short segments." It was an innovative concept, and Crusader Rabbit became the first cartoon serial made for television.

ALRIGHT, THEY'RE NOT TECHNICALLY SUPERHEROES, BUT WE THINK THEY'RE SUPER COOL!

The Spirit, created by Will Eisner, made his debut on June 2, 1940. On a weekly basis in various newspapers, his adventures appeared in a 16 page section that when folded down resembled a thin comic book. The Spirit was, in reality, a policeman named Denny Colt. In his first adventure, the brash young policeman was 'murdered' by the evil Dr. Cobra when he dumped a vat of chemicals on him. He was declared dead and buried in Wildwood Cemetery. Later, he woke to discover that the chemical had simply put him into a state of suspended animation. Realizing that by being 'dead' he could operate without red tape or politics, he donned a simple eye mask and sought out to fight crime and injustice. Eisner's artwork and graphic storytelling are known as classics in the world of comics.

Here's a rare paper mask and hat given out by the newspaper The Spirit appeared in as a promotion reminding kids to "Listen to Jolly Joe read the comics every weekday morning on WBBM."

Full page
7 1/2" x 10"

$99--Camera-ready
$40--Design fee*

Hey you guys, listen up! Here's your chance to advertise in Spin Again and reach a ton of collectors. Available in hundreds of comic book stores in North America as well as Europe.

Quarter Page
3 3/4" x 5"

$49--Camera-ready
$20--Design fee*

Eighth Page
BUSINESS CARD SIZE
3 3/4" x 2 1/2"

$29--Camera-ready
$10--Design fee*

Half page
7 1/2" x 5"

$69--Camera-ready
$30--Design fee*

- ❑ All photos must be screened (85 line) and sized according to your layout
- ❑ Send check or money order payable to Rick Polizzi to:

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Los Angeles, CA 90025
Phone (310) 559-4866

* If you're unable to provide camera-ready art, we'll design your ad for the additional fee indicated.

CLASSIFIEDS

Wanted: Cereal premiums & boxes 60's - 80's; premiums and packages from Funny Face, Good and Plenty, Fizzies, Bosco, and other kid's products. Roland Coover, 1537 E. Strasburg Rd., West Chester, PA 19380

Looking for a game from the 40's called "Red Herring." Kaye Smith (714) 973-4666.

Wanted: Top Cat toys, handpuppets, kids plastic telephone, or any related item to Top Cats gang. Jeff Stewart, (913) 432-6249, 5735 Beverly Ave., Mission, KS 66202

I am looking for a Pepe Le Pew plush doll from a 1990 Warner Bros. catalog. Does anyone know about this? Darryl Heine, 1141 Carberry Circle, Inverness, IL 60067 (708) 358-5981

Wanted: Freddy the Flute, H.R. Pufnstuf EP (cereal premiums), and the H.R. Pufnstuf comic books. B.P., 2462 N. Valentine, Fresno, CA 93722

Looking for Feely Meely game. Eddie Gorodetsky, 147 Second Ave. #482, New York City, NY 10003

GAMES FOR SALE: U.N.C.L.E. $25, Pebbles Flintstone $35; Gilligan (1974) $20; Beverly Hillbillies $15; Smokey Bear (1968) $25; Li'l Abner (1969) $25; G.I. Joe (1966) $25. (818) 957-3207 Neal Miller 3639 Fourth Ave., La Crescenta, CA 91214

Wanted: Topper's Motorized Monster Maker accessory kits, Mego Dr. Krome Dome figure, Monogram "Freddy Flypogger" figure kits, Quisp & Quake cereal items. Mike Branchard, 1926 Valley Park Drive, Cedar Falls, IA 50613, (319) 277-1835

Wanted: Kiddles, Barbie, Partridge Family, and the Which, Witch board game. The Mod Collecting Squad, 16005 NE 42nd Ct., Redmond, WA 98052 (206) 885-3618

Wanted: Mattel "little Kiddle" dolls! Call anytime, Gina Raney, 90 Kenvil Ave., Kenvil, NJ 07847 (201) 927-1398

CLUE, CLUE, CLUE Looking for the 1960 edition. Suzi Rondot 223-B Garrett Ave. Chula Vista, CA 91910 (619) 420-2854

MAD ABOUT MAD

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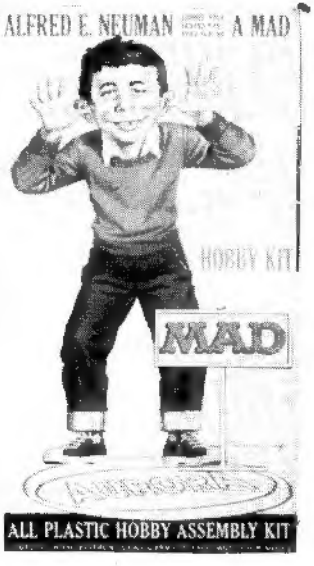

Plus

THE HISTORY OF MYSTO MAGIC SETS BY A.C. GILBERT